

**SENT VIA FAX**

October 20, 1997

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TO: Boston R.O.U. #1110
New York Metro R.O.U. #1210
Philadelphia R.O.U. #1310
Buffalo R.O.U. #1610
Richmond R.O.U. #2910

For Dissemination to Appropriate Sales and Retail Reps with BJ'S Wholesale Clubs
CID # 2515 00 00

Subject: BJ's Wholesale Clubs / RJR Accrual Promotion

Ladies and Gentlemen:

Effective November 17, 1997 through January 22, 1997, the below listed RJR promotion will be in place in all BJ's Wholesale Clubs.

Promotion - Buydown
Brands - Winston & Winston Selects (all styles)
Rate: - \$2.00 per Carton

This promotional offer is only valid for BJ's Inner Circle Members (Consumers). Business Members who purchase cigarettes for resale are ineligible to participate in this promotion.

All reimbursement for this promotion will be handled at Chain headquarters.

Your assistance is requested in contacting all BJ's locations as close to the implementation date as possible to work with store personnel in communicating this promotional offer to the consumer.

As information, BJ's Wholesale Clubs headquarters has developed a "Winston Easel Card" which will help communicate this promotion in their locations. These Easel Cards will be mailed to select locations and should be placed on the sales counter effective November 17, 1997.

For your convenience, attached please find a copy of the Promotional Memo sent to all BJ's locations.

Thanks for your assistance with this Chain.

Sincerely,

Mike

M. A. Belniak

MAB/msk

Attachment

	<u>Sales</u>	<u>Retail</u>
1221		<u>1222</u> ZZ
1222		<u>1223</u> 20, 30
<u>1223</u> 7		<u>1226</u> 20, 23
1224		1229
1225		ROM
1226		PC SC
1229		MC PA
1240		
1244		RSM RBM

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